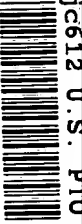


12/29/98



JC612 U.S. PTO

A

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE

**UTILITY PATENT APPLICATION  
TRANSMITTAL LETTER  
UNDER 37 C.F.R. 1.53(b)**

ATTORNEY DOCKET NO.:  
2207/5939

JC511 U.S. PTO  
09/22/98



Address to:  
Assistant Commissioner for Patents  
Washington D.C. 20231  
Box Patent Application

Transmitted herewith for filing is the patent application of

Inventor(s):  
PAUL M. COHEN, SANJAY V. VORA, WILLIAM J. NERENBERG, JOSEPH R. KLUCK AND DAVID E. DENT

For : **STRUCTURED WEB ADVERTISING**  
Enclosed are:

1. 21 sheets of specification, 8 sheets of claims, and 1 sheet of abstract.
2. 08 sheets of drawings.
3. Also enclosed:
  - a) Declaration and Power of Attorney Forms (unsigned);
  - b) Assignment from the inventors to Intel Corporation; and
  - c) Return Receipt Postcard.
4. The filing fee has been calculated as shown below:

	NUMBER FILED	NUMBER EXTRA*	RATE (\$)	FEE (\$)
BASIC FEE				760.00
TOTAL CLAIMS	25 - 20 =	5	22.00	110.00
INDEPENDENT CLAIMS	3 - 3 =	3	82.00	0.00
MULTIPLE DEPENDENT CLAIM PRESENT			270.00	
*Number extra must be zero or larger			TOTAL	870.00
If the applicant is a small entity under 37 C.F.R. §§ 1.9 and 1.27, then divide total fee by 2, and enter amount here.			SMALL ENTITY TOTAL	

5. Please charge the required application filing fee of \$870.00 to the deposit account of **Kenyon & Kenyon**, deposit account number **11-0600**.

09223344 122998

**Kenyon & Kenyon**, deposit account number **11-0600**.

6. The Commissioner is hereby authorized to charge payment of the following fees, associated with this communication or arising during the pendency of this application, or to credit any overpayment to the deposit account of **Kenyon & Kenyon**, deposit account number **11-0600**:
- A. Any additional filing fees required under 37 C.F.R. § 1.16;
  - B. Any additional patent application processing fees under 37 C.F.R. § 1.17;
  - C. Any additional patent issue fees under 37 C.F.R. § 1.18;
  - D. Any additional document supply fees under 37 C.F.R. § 1.19;
  - E. Any additional post-patent processing fees under 37 C.F.R. § 1.20; or
  - F. Any additional miscellaneous fees under 37 C.F.R. § 1.21.
7. A duplicate copy of this sheet is enclosed.

Dated: 12/29/98

By: Shawn W. O'Dowd  
Shawn W. O'Dowd (Reg. No. 34,687)

**KENYON & KENYON**  
333 West San Carlos St.  
Suite 600  
San Jose, CA 95110  
(408) 287-2800 (Telephone)  
(408) 287-2155 (Facsimile)

**EXPRESS MAIL CERTIFICATE**

JC511 U.S. PTO  
09/222554  
12/29/98

“EXPRESS MAIL” MAILING LABEL NUMBER EL088529413US

DATE OF DEPOSIT 12/29/98

TYPE OF DOCUMENT PATENT APPLICATION OF SANJAY V. VORA, WILLIAM J. NERENBERG, DAVID E. DENT, PAUL M. COHEN & JOSEPH R. KLUCK ; TRANSMITTAL LETTER; DRAWINGS; UNSIGNED DECLARATION AND POWER OF ATTORNEY FORM AND A POSTCARD

SERIAL NO. TBA

FILING DATE 12/29/98

I HEREBY CERTIFY THAT THIS PAPER OR FEE IS BEING DEPOSITED WITH THE UNITED STATES POSTAL SERVICE “EXPRESS MAIL POST OFFICE TO ADDRESSEE” SERVICE UNDER 37 CFR 1.10 ON THE DATE INDICATED ABOVE, BY BEING HANDED TO A POSTAL CLERK OR BY BEING PLACED IN THE EXPRESS MAIL BOX BEFORE THE POSTED DATE OF THE LAST PICK UP, AND IS ADDRESSED TO THE ASSISTANT COMMISSIONER FOR PATENTS, WASHINGTON, D.C. 20231.

Matthew Popovich

(TYPED OR PRINTED NAME OF PERSON MAILING PAPER OR FEE)

[Signature]  
(SIGNATURE OF PERSON MAILING PAPER OR FEE)